

Screen Machine

An interactive telepresent video installation designed for site-specific
impromptu performance and user interaction.

For the OUR MACHINES exhibition curated by Louise Colbourne at the
Observer Building Hastings, 13 February to 14 March 2016

Paul Sermon & Charlotte Gould

Professor Paul Sermon

School of Art, Design and Media
University of Brighton
Grand Parade
Brighton
BN2 0JY
United Kingdom

Email: p.sermon@brighton.ac.uk
Mobile: +44 (0)7753 167726
<http://www.paulsermon.org>

Dr Charlotte Gould

School of Art, Design and Media
University of Brighton
Grand Parade
Brighton
BN2 0JY
United Kingdom

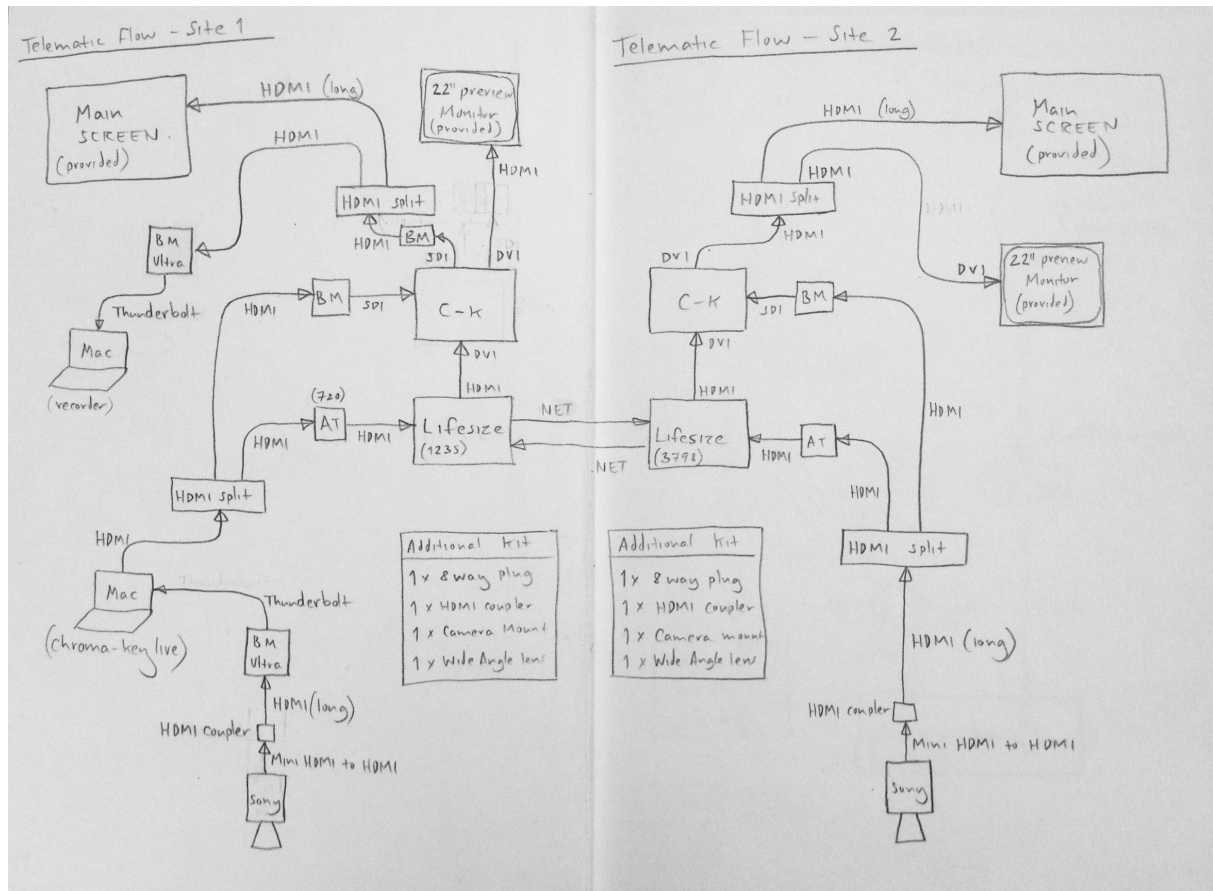
Email: c.gould@brighton.ac.uk
Mobile: +44 (0)7525 011167
<http://www.charlottegould.org>

SCREEN MACHINE

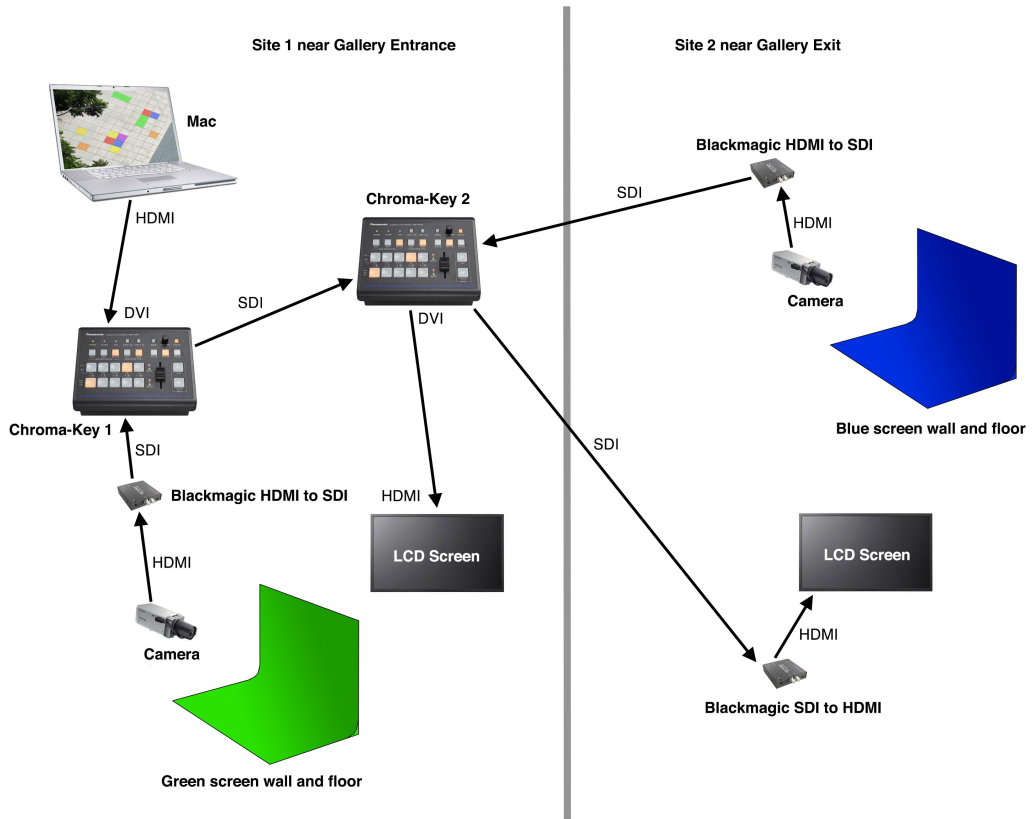
Developed for the OUR MACHINES exhibition at the Observer Building Hastings, 13 February to 14 March 2016, 'Screen Machine' offers public audience participants the opportunity to co-create chance encounters and self direct spontaneous performances between two separate installation locations. These unique transitory events will rely entirely on the roles and performances the participants bring to these telepresent screens and the experiences they choose to live out. Inspired by our urban and cultural surroundings and re-contextualized in a diverse array of digital milieus, 'Screen Machine' aims to allow these public audiences the agency and control over the outcomes of this intervention, akin to a telepresent fluxus happening.

The installation takes live oblique camera shots from above the screens of two separate audience groups located in the Observer Building Gallery situated on green and blue screen backdrops. Linked via a live video connection the audiences are brought together on screen using a system of chroma-key video mixers. As the merged audiences start to explore this collaborative, shared telepresent space they discover the ground beneath them, as it appears on screen, locates them in a world of surprising and intriguing anamorphic environments. These digital backgrounds directly reference our social and cultural setting in a ludic virtual world. This installation adopts a playful and open approach to public video screens to manifest a truly interactive peoples screen. Inspired in part by 3D anamorphic street art and computer games, the motivation behind this proposal also comes from the historic films of Lumière contemporaries Mitchell and Kenyon, whose films of Edwardian public crowds in the 1900's present a striking similarity to the way audiences react and respond in Sermon and Gould's telematic urban screen interventions.

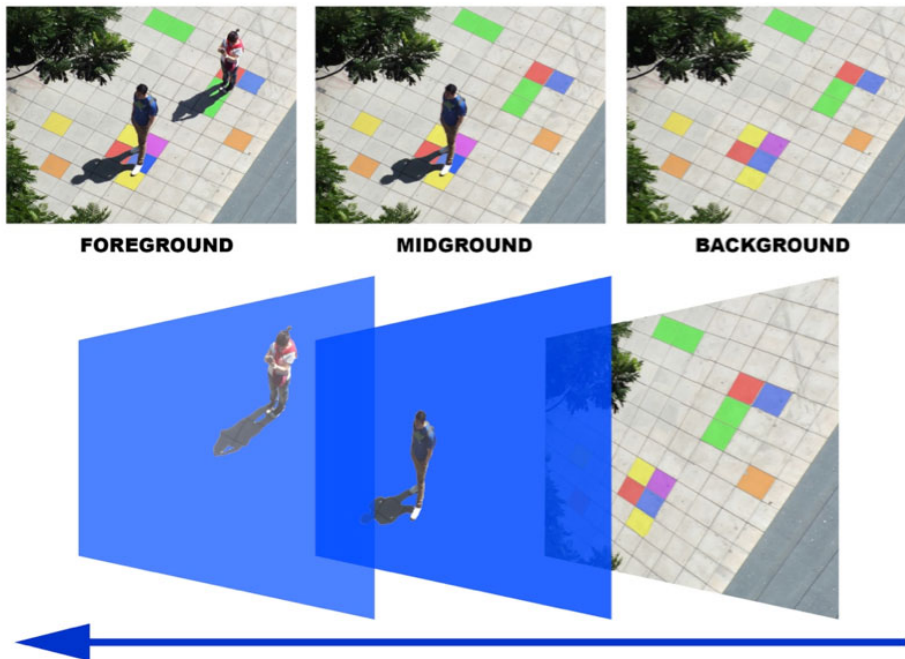
Paul Sermon and Charlotte Gould are artists and researchers from the University of Brighton.



VIDEO FLOW DIAGRAM



VIDEO CHROMA-KEYING SEQUENCE



DIGITAL ENVIRONMENT



BIOGRAPHIES

Paul Sermon - Professor of Visual Communication

School of Art, Design and Media, University of Brighton, UK

Email: p.sermon@brighton.ac.uk

Artists Web Site: <http://www.paulsermon.org>

Paul Sermon is Professor of Visual Communication at the University of Brighton. He has worked for over twenty years as an active academic researcher and creative practitioner, primarily in the field of telematic arts. Having worked under the visionary cybernetic artist Professor Roy Ascott as an undergraduate Fine Art student, Paul Sermon went on to establish himself as a leading pioneer of interactive media art, winning the prestigious Prix Ars Electronica Golden Nica in Linz, Austria, shortly after completing his MFA at the University of Reading in 1991, an accolade that took Paul to Finland in the early 1990s to develop one of the most groundbreaking works of his career Telematic Dreaming in 1992.

Dr Charlotte Gould - Principle Lecturer

School of Art, Design and Media, University of Brighton, UK

Email: c.gould@brighton.ac.uk

Artists Web Site: <http://www.charlottegould.org>

Dr Charlotte Gould has developed a number of interactive environments for urban screens. She is currently developing location specific work in which the user becomes an active participant in the narrative and explores methods of user driven content. Charlotte graduated with a BA Honours Degree in Graphic Design from Chelsea School of Art in 1990 and received an MA in Creative Technology from the University of Salford in 2003. She was awarded her PhD in 2015 from the School of Arts & Media, University of Salford, entitled: Interactive Works for Urban Screens: A practice based study into building new ways of engaging communities in urban space through interactive artworks for urban screens. Charlotte Gould is a Principle Lecturer and Academic Programme Leader for Visual Communication at the University of Brighton.